

in new york

HOTEL TIMES SQUARE

43rd STREET WEST OF BROADWAY



ON DIRECT TRANSIT LINE
NEW YORK WORLD'S FAIR GROUNDS

This guide is presented to you by the HOTEL TIMES SQUARE
SQUARE of New York City.

If perchance the opportunity is not afforded one of
our associates to inscribe your name herein, may we
ask that you write your own name and address in the
following space, as the possessor of this informa-
tive booklet.



HOTEL TIMES SQUARE
43rd Street, West of Broadway
NEW YORK CITY

Lackawanna 4-6900

EVERY
DAYS

Welcome

To New York, the World's Fair, and the *Hotel Times Square*, where we promise to extend to you the kind of service that will make you feel comfortably "at home" in the Metropolis at a minimum expenditure.

We recognize the current desire of travelers to live well and enjoy as much as they can crowd into an allotted visit, and we sincerely believe that this year New York with its 1940 World's Fair offers more of interest at less cost than at any other time in history.

As a Host in New York we want you to come and see this "Fair of Fairs", and though the facts contained in this invitation booklet could be multiplied a thousandfold if we were to try to give you full details as to what a trip to New York offers you at this time, we sincerely hope it will prompt you to come to the Fair in 1940, and to make your headquarters with us at the Hotel Times Square.



President, Hotel Times Square

Ex Libris

SEYMOUR DURST



Famous Times Square at Night

The pictures on this page show two of the principal spots of interest in New York and the World's Fair.

New York City is on Manhattan Island, and the New York World's Fair is located on Long Island. They are separated by the East River, but joined together by the magnificent Triborough Bridge, the 59th Street Bridge, and underground by the subways, the 8th Avenue (Independent Subway), the B.M.T. and the I.R.T. Subways. The Third Ave. and Second Ave. Elevated Trains also operate between New York and the Fair Grounds, and the Long Island Railroad from the Pennsylvania Station goes direct to the Fair Grounds, "ten minutes for ten cents." The fares on Subways and Elevated trains are either five or ten cents each way.



A nocturne at the New York World's Fair 1940. The Theme Center — Trylon and Perisphere — with the heroic figure of George Washington, by James Earle Fraser, outlined against the huge sphere.

Contents



Facts About New York City

| | <i>Page</i> |
|---|-------------|
| Welcome | 3 |
| Rates—Hotel Times Square..... | 7 |
| Menus at Hotel Times Square..... | 8 |
| Eat and Be Merry at the Fair..... | 9 |
| Thrilling Tours of New York and World's Fair | 12 and 13 |
| New York Sightseeing by Bus..... | 14 and 15 |
| Sightseeing Trips by Boat..... | 16 |
| Bathing Beaches | 17 |
| New York at the Door of Hotel Times Square. | 20 and 21 |
| Rockefeller Center | 22 |
| Interesting Things to Do for Which There is a Charge | 23 |
| Special Events in the Metropolis..... | 24 |
| Spots of Interest—Free of Charge..... | 24 to 29 |
| Tips to Travellers..... | 30 |
| Transportation Facilities | 34 |

Facts About the New York World's Fair

| | |
|---|-----------|
| Looking Backward—1939 | 10 |
| Looking Forward—1940 | 11 |
| Sightseeing Trips on Fair Grounds..... | 17 |
| How to Reach the World's Fair..... | 31 |
| Admission Cost to Fair..... | 31 |
| World's Fair 1940—Free Entertainment and Popular Priced Shows..... | 32 and 33 |

Maps

| | |
|--|-------------------|
| Times Square Neighborhood..... | 18 and 19 |
| New York City — Street and Subway..... | Inside Back Cover |
| Map and Directions for Reaching Hotel Times Square..... | Inside Back Cover |

Compiled by Anne Rylance Smith

Attractive Corners

HOTEL TIMES SQUARE

*The
Spacious
Lobby*



*The
Air-Conditioned
Dining Room*



•
*Excellent
Meals
Moderately
Priced*

*A
Comfortable
Bedroom*



*Friendly
Information
Service Desk*

•
*All
Service
Free
of Charge*



HOTEL TIMES SQUARE



Room Rates — 1940

| | |
|---|---------------------|
| Single running water | \$2.00—2.25—2.50 |
| Single connecting bath . . . | 2.25—2.50—2.75 |
| Single private bath | 2.50—3.00—3.50 |
| Double running water | 3.00—3.50—4.00 |
| Double private bath | 4.00—4.50—5.00—6.00 |
| Double and single connecting bath | 6.00—6.75—7.50 |
| Two doubles connecting bath Double bed | 8.00—9.00 |
| Twin beds | 9.00—10.00 |
| Extra bed at \$1.00 may be added to | |
| Double running water | 3.50—4.00 |
| Double private bath . . | 4.50—5.00—6.00 |



*Garage adjacent to Hotel
\$1.00 for every 24 hours*



Meals

THE AMERICAN RESTAURANT

Table d'hote meals

| | |
|-----------|-----------------------------|
| Breakfast | — 30, 40, 50, 60 cents |
| Luncheons | — Blue Plates from 45 cents |
| Luncheons | — From 50 cents |
| Dinners | — From 85 cents |

*A la carte meals served at all times
All dishes moderately priced*

Open 7 A.M. to 4 A.M.



*For detailed information as to the typical menus served in
The American Restaurant of Hotel Times Square see Page 8.*

At Low Cost

AIR CONDITIONED HOTEL TIMES SQUARE

LUNCHEON

PRICE OF ENTREES INCLUDES COMPLETE LUNCHEON
APPETIZERS - SOUPS (CHOICE)
Cherry Stone Clam Cocktail
Bismarck Herring
Chef's Antipasto
Half Grapefruit
Consomme Egg Drops

| | |
|--|----------------------|
| Smoked Salmon Canape | 50 |
| Fresh Fruit Cup | 60 |
| Tomato or Sauerbrout Juice | 55 |
| Chicken Gilet with Barley | 50 |
| ENTREES (CHOICE) | |
| FRIED DEVILED CRAB MEAT CAKE | 50 |
| BROILED FILET OF SOLE, Paprika Butter | 55 |
| VIRGINIA HAM OMELETTE | 55 |
| BAKED L. I. DUCKLING, Apple Sauce | 55 |
| VEAL KIDNEY and FRESH MUSHROOMS Saut | 55 |
| in Sherry Wine | 60 |
| SCALLOPED PORK TENDERLOIN with | 60 |
| Mexican Rice | 65 |
| FRESH VEGETABLE PLATTER, Poached Eggs | 70 |
| OLD FASHION SAUERBRATEN, Potato Pancake | 75 |
| SPRING LAMB CHOP MIXED GRILL | 75 |
| ROAST FRESH HAM, Apple Sauce | 75 |
| VEGETABLES (CHOICE OF TWO) | |
| Fresh Lima Beans | Buttered Beets |
| Fresh Spinach | Cole Slaw Salad |
| Mashed, Home Fried, Boiled or Baked Idaho Potato | |
| DESSERTS (CHOICE) | |
| Homemade Pie: Green Apple, Peach | or Lemon Meringue |
| Vanilla Layer Cake | Chocolate Cream Puff |
| Caramel Custard Pudding | Apple Strudel |
| Fruit Compote | Fresh Grapes |
| Rum Cut | French Pastry |
| Sherbet | Baked Apple |
| American or Swiss Gruyere Cheese with Crackers | Fruit Jelly |
| | Ice Cream |

Today's Specials

(Served from Noon to 5 P. M.)
Coffee, Tea or Milk

| | |
|---|----|
| (Including Coffee, Choice of Cake, Pie, Pudding, French Pastry) | |
| Western Egg Sandwich with Cole Slaw and | 35 |
| French Fried Potatoes | 35 |
| Deviled Smithfield Ham Sandwich, Potato Salad | 35 |
| Chopped Chicken Liver Sandwich, Fruit Salad | 40 |
| Fried Beef in Cream on Toast, Boiled Potatoes | 40 |
| Broiled Chicken Sirloin Steak with Spinach | 45 |
| and French Fried Potatoes | 75 |
| Sizzling Lamb Chop with Baked Potatoes | |
| Pineapple Ring, Lima Beans | |

Room Service 10c Per Person
Tuesday, February 20, 1940

AIR CONDITIONED HOTEL TIMES SQUARE DINNER

| | |
|--|------------------------|
| Assorted Canapes | |
| Blue Point Cocktail | |
| Cabany and Olives | |
| Half Grapefruit | |
| Polage St. Germain | |
| SOUPS | |
| ENTREES (CHOICE) | |
| BROILED SEA SCALLOPS on Toast | 85 |
| FILET OF SOLE SAUTE MEUNIERE | 85 |
| OLD FASHION BEEF STEW on Casserole | 85 |
| DARK MEAT OF TURKEY with Rice | 90 |
| Indian Style and Chutney | 90 |
| ROAST OX-TONGUE, Raisin Sauce | 90 |
| ROAST FRESH PORK with Apple Sauce | 90 |
| ROAST STUFFED CHICKEN, Giblet Gravy | 95 |
| SWEETBREAD and FRESH MUSHROOM | 95 |
| PATTY a la REINE | 95 |
| ROAST PRIME RIB OF BEEF, Natural Gravy | 95 |
| BROILED DOUBLE RIB LAMB CHOP on Toast | 1 10 |
| BAKED STUFFED LOBSTER, Thermidor | 1 10 |
| BROILED T-BONE STEAK, Bercy | 1 20 |
| Fresh Stringless Beans | 1 35 |
| VEGETABLES (CHOICE OF TWO) | |
| Creamed Spinach | Stewed Tomatoes |
| Mashed, au Gratin, Fried Sweet or Baked Idaho Potato | |
| Heart of Romaine with Russian Dressing | |
| DESSERTS (CHOICE) | |
| Homemade Pie: Green Apple, Cherry | |
| Chocolate Layer Cake | or Vanilla Custard |
| Napoleon Slice | Cheese Strudel |
| Sherry Berrill Pear | Fig and Raisin Pudding |
| Sherbet | Rum Cut |
| Preserved California Plums | Pound Cake |
| Meringue Glace | Parfait Tricolor |
| Ragout or Camembert Cheese with Crackers | Fruit Jelly |
| | Ice Cream |

SPECIAL TODAY

| | |
|--|------|
| including Coffee, Choice of Cake, Pie or Ice Cream | |
| Sizzling Cutslet with Apple Sauce, String Beans | 65 |
| Fried Sweet Potatoes | 70 |
| Red Veal Chop with Tomato Sauce | 70 |
| Chicken and Vegetables | 70 |
| Chicken Saut, Chausson, Parisienne | 85 |
| Shops and Vegetables | 1 50 |
| Tenderloin Steak, Gerni | |

ROOM SERVICE 10c PER PERSON
Wednesday, February 21, 1940

THE AMERICAN RESTAURANT HOTEL TIMES SQUARE 42nd Street, West of Broadway New York

BREAKFAST COMBINATIONS

6:20 to 11:00
and

| | | |
|--|---|---|
| No. 1 - 20c. Fruit or Cereal with Cream | No. 2 - 40c. Fruit or Cereal with Cream (Choice of) Two Eggs, Any Style or Broiled Bacon Orange Marmalade or Strawberry Jam Muffins, Toast or Rolls Coffee, Tea or Milk | No. 3 - 50c. Fruit or Cereal with Cream (Choice of) Ham or Bacon and Eggs Fish Cakes, Poached Eggs Corned Beef Hash Browned Orange Marmalade or Strawberry Jam Muffins, Toast or Rolls Coffee, Tea or Milk |
| No. 4 - 60c. Fruit and Cereal with Cream (Choice of) Broiled Ham or Bacon and Eggs Broiled Lamb Chop (1) Fried Philadelphia Scramble Corned Beef Hash Browned with Poached Eggs Orange Marmalade or Strawberry Jam Coffee, Tea or Milk | | |

A LA CARTE

FRUITS

| | | | |
|---------------------|-------------------|--------------------------|-----------------|
| Baked Apple 15 | with Cream 20 | Apple Sauce 10 | Orange Juice 15 |
| Half Grapefruit 15 | Sliced Oranges 15 | Stewed Prunes 10 | with Cream 15 |
| Grapefruit Juice 15 | Figs in Syrup 15 | Sliced Bananas 10 | with Cream 15 |
| Orange Marmalade 10 | | Tomato Juice Cocktail 15 | |

CEREALS WITH CREAM

| | | | |
|--------------|----------------|-------------------|---------------|
| Pep 15 | Corn Flakes 15 | Cream of Wheat 15 | |
| Post Bran 15 | Oatmeal 15 | Grape-Nuts 15 | Whole Bran 15 |

EGGS AND OMELETTES

| | | | |
|-------------------|-------------------------------|------------------------|--------------|
| Boiled (2) 25 | Scrambled (2) 25 | Poached (2) 30 | Fried (2) 25 |
| Plain Omelette 35 | Spanish Omelette 40 | Omelette with Jelly 40 | |
| | Omelette with Ham or Bacon 45 | | |

MISCELLANEOUS

| | | |
|----------------------------|----------------------------------|------------------|
| Wheat Cakes and Sauages 45 | Broiled Ham or Bacon, Rashers 30 | Portion 50 |
| Panfried Fried Fish 40 | Ham or Bacon and Eggs 40 | One Pork Chop 35 |
| Small Sirloin Steak 80 | Corned Beef Hash Browned 35 | with Egg 45 |
| | One Broiled Lamb Chop 35 | |

TOAST, ETC.

| | | |
|--------------------------|----------------|---------------------|
| Dry or Buttered Toast 10 | Muffins 10 | Rolls and Butter 10 |
| French Toast 20 | Coffee Cake 10 | Cinnamon Bun 10 |

BEVERAGES

| | | | |
|------------------|------------------|---------------|---------------|
| Pot of Coffee 15 | Cup of Coffee 10 | Pot of Tea 15 | Cup of Tea 10 |
| Milk 10 | Cocoa 15 | Chocolate 15 | |

SERVED IN YOUR ROOM AT NO EXTRA CHARGE

The above menus are typical of what is offered daily in The American Restaurant at the moderate rates quoted on page 7.

Eat and Be Merry

Visitors to the New York World's Fair of 1940 will find meals at all prices, from the 10 cent hamburger up, and those who wish to take picnic lunches will find comfortable seating accommodations for resting while eating.

This year the officials of the World's Fair have made provision for additional moderate priced restaurants and many of these places on the Fair Grounds will be managed by popular New York restaurants which are famous for their popular priced meals. The management of Childs Restaurants, well known to thousands, is in charge of most of the small stands, where sandwiches and beverages from 5 cents up are sold at all hours, as well as the large restaurant and bar in the Railroad Building, where excellent meals may be had at moderate prices. The Brass Rail, known to all habitués of Broadway, have an excellent restaurant on the Fair Grounds where full course dinners are served, and Schaefer's Restaurant at the Fair offers table d'hôte meals priced in accordance with the meals offered at moderate priced hotels.

If the visitor to the Fair has a limited amount to spend for food, he or she may find that a full day's food cost at the Fair or in New York may be as low as \$1 per day, but for those who can figure a little higher, there will be a large selection of places to eat for a total of not more than \$2 per day. For example—Breakfast, 40 cents—Luncheon, 50 cents—Dinner, 85 cents—totaling \$1.75, and 25 cents allowed for tips—.05 for breakfast—10 cents for luncheon and 10 cents for dinner.

If the visitor is a connoisseur of food, both the Fair and New York offer restaurants where foreign dishes are served. In these types of restaurants, though there are a variety of prices, every restaurant, whether foreign or native, is always glad to have people properly informed and visitors need never hesitate, upon entering a restaurant, to ask to see the menu before being seated. Many of the moderately priced restaurants have prominently displayed signs stating the cost of meals and, for that matter, any visitor can use foresight in planning just where he or she desires to eat by asking either at the hotel information desk, or one of the information booths at the New York World's Fair for the official list of moderately priced restaurants to be found on the Fair Grounds.

Probably, in no other one place in the world is there such a selection of foods from which to choose at such moderate rates as may be found either in New York or at the World's Fair.

Looking Backward

THE NEW YORK WORLD'S FAIR OF 1939

The New York World's Fair was a grand show and out-rivaled all Fairs to date. Rapture and wonderment accompanied you from the moment you entered this man-made paradise, covering 1216 landscaped acres, where 105 buildings and displays of 1500 exhibitors on broad, tree shaded Avenues, bordered by thousands of flowers in full bloom, radiated in rainbow colors from the pure white Perisphere and Trylon, the Theme Center of The Fair.

Triumphantly, this creation of brain and brawn, patience and skill combined with all the arts, heralded "The World of Tomorrow". On every hand there were graphic illustrations of the fact that frontiers in the domain of human genius are illimitable. The scientific and industrial marvels displayed challenged man's conception of this fast changing world of today and his capacities for adaptation to the world of the future. No longer was our childhood conception of "Aladdin and his lamp", and "the flying carpet" a myth. Here, at the New York World's Fair, every visitor was transported into realms hitherto believed unattainable.

As day changed into night and millions of lights appeared, the New York World's Fair became a colorful Fairyland, resplendent and beautiful, and the nightly stupendous display at the thousand fountained Lagoon of Nations, where towering jets of water soared skyward, colored by all the hues of the rainbow, to the accompaniment of synchronized music, was so beautiful that those who saw it cannot help but carry this sight as one of their outstanding memories of the Fair.

To see the Fair in its entirety demanded more than one return visit and, yet, one could view it as a whole by taking a sightseeing bus for fifty cents which covered all the zones. Intramural buses were also conveniently routed so that visitors could go from zone to zone for only ten cents, and thereby cover whatever they individually considered of importance to see.

Though New York presented the Fair, the New York World's Fair was representative of peoples from every State in the United States of America, as well as our fellow-men of foreign lands. It was a Fair that might well be termed "A Fair for the people, by the people"—a great Fair, and a Fair which everyone anticipates seeing again in 1940.



The nightly fountain display in the Lagoon of Nations at the New York World's Fair

Looking Forward

THE NEW YORK WORLD'S FAIR OF 1940

Everyone anticipates with pleasure the reopening of the New York World's Fair in 1940, to run from Saturday, May 11th to October 27th, which predictions indicate will be even more outstanding than the magnificent, marvelous Fair of 1939.

The educational scope of this Fair is far reaching in showing the development of industrial, scientific and artistic production and their relation to existing social factors. It is an "Everyman's Fair" and brings to every man a dynamic picture of the interplay between myriad forces and ideas which makes modern society what it is today and may be tomorrow.

In 1940 more than fifty foreign nations will present their distinctive pageant of culture, and in a special area set aside for this purpose, Americans of foreign extraction from each nation will take turns in presenting "a Fair within a Fair" in demonstrating their final allegiance to the country of their adoption.

The individual exhibitions of the different states in the Union, majestically portrayed in the Court of States, makes the visitor cognizant of the vast expanse of territory which comprises the United States of America, and the interdependence of the industries in these states, which has resulted in bringing about the success and progress that the United States enjoys today.

New York City is proud to have this opportunity to present "The Fairest of Fairs to date" and it is natural that "The Gateway to America", the second largest city in the world, should have been chosen as the place for both America and foreign nations to present this dramatization of their individual contributions to the progress of civilization.

As hosts in New York, New York hotels and businessmen, as well as officials of the World's Fair, recognize that this "Fair for the people, by the people" should be made available to visitors at a modest expenditure, and travelers will find that both The Fair and special attractions in New York City, as well as hotel accommodations and the best of foods may be enjoyed at a small cost to visitors. This presents an opportunity for one of the finest and most reasonable vacations they have ever enjoyed.

The colorful display of acres of flowers in full bloom, bordering the tree lined avenues, make wandering about the Fair Grounds a real pleasure. Altogether there are over 1000 free exhibits to be enjoyed, and a few of the outstanding features not to be missed are "The Futurama", an exhibit by General Motors, a Town of Tomorrow, the Ford Exhibit with its modern Highway, "Man-made Lightning" in the General Electric Building, where there is also "The House of Magic" and a demonstration of Television, the actual blowing of glass, the American Telephone exhibit, the display of American fashions, etc.

Special events in sports, music and arts will be offered, also at no extra charge, as part of each day's planned program. Contests will be held that may bring fame to you and your community. It is a season when practically every part of the country is to have representation in the greatest show ever presented in America, a show that is yours, and one with which you will be delighted—America Today, looking into Tomorrow.

Thrilling Tours of New York and World's Fair

Tour G-1 **\$5.25**

1. Two days and one night in a comfortable room with bath and radio at the Hotel Times Square.
2. One breakfast (including tip) in the Dining Room of the Hotel Times Square.
3. One admission to the World's Fair and admission to five concessions on the Fair Grounds.
4. One dinner at Childs Restaurant at the World's Fair or at the Hotel Times Square (including tip)
OR An Orchestra seat for an evening performance at Radio City Music Hall.

Tour G-2 **\$4.75**

Including the same features as in above tour and Hotel room with running water

Tour H-1 **\$10.00**

1. Three days and two nights in a comfortable room with bath and radio at the Hotel Times Square.
2. Two breakfasts (including tips) in the Dining Room of the Hotel Times Square.
3. One admission to the World's Fair and admission to five concessions on the Fair Grounds.
4. Tour of Exhibition Area of the World's Fair by American Express Guide Chair
OR Sightseeing Tour of World's Fair by Greyhound Bus and a trip to the Observation Roof of Rockefeller Center.
5. Sightseeing bus trip—Gray Line Grand Tour of New York—covering uptown and downtown — 3½ hours.
OR Dinner at Childs Restaurant at the World's Fair or at Hotel Times Square (including tip)
and an orchestra seat for a morning performance at Radio City Music Hall.

Tour H-2 **\$9.00**

Including the same features as in above tour and Hotel room with running water

Tour J-1 **\$15.50**

1. Four days and three nights in a comfortable room with bath and radio at the Hotel Times Square.
2. Three breakfasts (including tips) in the Dining Room of the Hotel Times Square.
3. Two admissions to the World's Fair and admission to five concessions on the Fair Grounds.
4. Tour of Exhibition Area of the World's Fair by American Express Guide Chair
OR Sightseeing Tour of World's Fair by Greyhound Bus and a trip to the Observation Roof of Rockefeller Center.
5. Sightseeing bus trip—Gray Line Grand Tour of New York—covering uptown and downtown — 3½ hours.
OR Dinner at Childs Restaurant at the World's Fair or at Hotel Times Square (including tip)
and an orchestra seat for a morning performance at Radio City Music Hall.
6. Dinner, dancing and floor show at Leon & Eddie's Restaurant or the Bal Tabarin Cafe or The Hurricane (50c additional Saturdays, Sundays, Holidays and Holiday Eves)
OR One Dinner and one Luncheon at Childs Restaurant at the World's Fair or at Hotel Times Square.

Tour J-2 **\$14.00**

Including the same features as in above tour and Hotel room with running water

Tour K-1

\$20.00

1. Five days and four nights in a comfortable room with bath and radio at the Hotel Times Square.
2. Four breakfasts (including tips) in the Dining Room of the Hotel Times Square.
3. Three admissions to the World's Fair and admission to five concessions on the Fair Grounds.
4. Tour of Exhibition Area of the World's Fair by American Express Guide Chairs
OR Sightseeing Tour of World's Fair by Greyhound bus and a trip to the Observation Roof of Rockefeller Center.
5. Sightseeing bus trip—Gray Line Grand Tour of New York—covering uptown and downtown — 3½ hours.
OR Dinner at Childs Restaurant at the World's Fair or at Hotel Times Square (including tip)
and an orchestra seat for a morning performance at Radio City Music Hall.
6. Dinner, dancing and floor show at Leon & Eddie's Restaurant or the Bal Tabarin Cafe or The Hurricane (50c additional Saturdays, Sundays, Holidays and Holiday Eves)
OR One Dinner and One Luncheon at Childs Restaurant at the World's Fair or at Hotel Times Square.
7. A boat trip around the Island of Manhattan—approx. 3 hrs.
OR Combined Tour of National Broadcasting Company Studios and Television at Radio City.

Tour K-2

\$18.00

Including the same features as in above tour and Hotel room with running water

Tour L-1

\$32.00

1. Eight days and seven nights in a comfortable room with bath and radio at the Hotel Times Square.
2. Seven breakfasts (including tips) in the Dining Room of the Hotel Times Square.
3. Four admissions to the World's Fair and admission to five concessions on the Fair Grounds.
4. Tour of Exhibition Area of the World's Fair by American Express Guide Chair
OR Sightseeing Tour of World's Fair by Greyhound Bus and a trip to the Observation Roof of Rockefeller Center.
5. Sightseeing bus trip—Gray Line Grand Tour of New York—covering uptown and downtown — 3½ hours.
OR Dinner at Childs Restaurant at the World's Fair or at Hotel Times Square (including tip)
and an orchestra seat for a morning performance at Radio City Music Hall.
6. Dinner, dancing and floor show at Leon & Eddie's Restaurant or the Bal Tabarin Cafe or The Hurricane (50c additional Saturdays, Sundays, Holidays and Holiday Eves)
OR One Dinner and One Luncheon at Childs Restaurant at the World's Fair or at Hotel Times Square.
7. A boat trip around the Island of Manhattan—approx. 3 hrs.
OR Combined Tour of National Broadcasting Company Studios and Television at Radio City.
8. A trip to the Statue of Liberty.
9. Admission to Museum of Modern Art.
10. Tour of the Museum of Science and Industry at Rockefeller Center.
11. A visit to the Hayden Planetarium, presenting an inspiring parade of the stars.

Tour L-2

\$28.50

Including the same features as in above tour and Hotel room with running water

New York Sightseeing

BY BUS — DIRECT FROM THE DOOR OF THE HOTEL TIMES SQUARE

These are the tours of the New York Gray Line. For complete schedules or any changes that may take place, please consult the Information Desk in the Lobby of the Hotel Times Square. The prices of the tours cover all admissions to places included in the tour. Tickets are on sale at News Stand in lobby of Hotel.



New York Skyline

GRAND TOUR OF NEW YORK

Tour of Uptown and Downtown New York, covering the principal points of interest, among them Wall Street and the Financial district, Custom House, the Battery, the Bowery and Foreign Sections, Fifth Avenue, Metropolitan Museum of Art, Hudson River and Riverside Drive, and Grant's Tomb.

Time—3 to 3½ hours. Fare—\$3.00.

SEEING LOWER NEW YORK

Includes points of interest from Times Square down to the Battery, including Lower Fifth Avenue, Washington Square, Federal and State Buildings, Wall Street, Fraunces Tavern, and the famous Fulton Fish Market.

Time—1½ to 1¾ hours. Fare—\$2.00.

SEEING UPPER NEW YORK

This trip shows Fifth Avenue with its world famous Shopping Center, Central Park, St. Patrick's Cathedral, docks of the Transatlantic lines, Cathedral of St. John the Divine and a view of the Palisades from Riverside Drive.

Time—1½ to 1¾ hours. Fare—\$2.00.

BANNER TOUR—EMPIRE STATE, NBC, MUSEUM OF NATURAL HISTORY AND ZOO

From the top of the Empire State Building, a height of 1250 feet, may be had a magnificent view of New York and surrounding territory. Included also are a visit behind-the-scenes in the National Broadcasting Company's Studios. Then on to

the American Museum of Natural History and to the Central Park Zoo, one of the finest in the world.

Time—4 hours. Fare—\$3.50.

HISTORIC WEST POINT TOUR

A visit to the home of the United States Military Academy. Drive along the Hudson River and through the exclusive Westchester County towns, showing the estates of America's leading millionaires. Cross Bear Mountain Bridge, see historic revolutionary battlegrounds and landmarks, land of Sleepy Hollow and Washington Irving. A stop is made for tea (included in cost of trip) at the famous Thayer Inn and then a complete tour is made of West Point.

Time—7 hours. Fare—\$4.00.



Washington Square

KNICKERBOCKER TOUR

Combines Grand Tour of New York and visit to Observation Roof of Empire State Building, N.B.C. Studios, and visit to the American Museum of Natural History.

Time—All Day. Fare—\$7.50. (Includes \$1.00 luncheon.)

NIGHT SIGHTSEEING TRIPS

NEW YORK AFTER DARK—Chinatown, the Bowery, Greenwich Village and Harlem.

Into Chinatown, through the Bowery and Greenwich Village. Then a view of New York with millions of glimmering lights from the Observation Roof of Rockefeller Center, and on to Harlem, where you visit one of the famous Negro Dance Halls.

Time—4 hours. Fare—\$3.00.

NEW YORK BY NIGHT—Chinatown, the Bowery and Greenwich Village.

Famous for its charm, through the old settlement, old opium dens, and a visit to the Joss House, along the Bowery, and Greenwich Village, the home of the Art Colony.

Time—2 hours. Fare—\$2.00.

HARLEM BY NIGHT—NEW YORK FROM OBSERVATION ROOF OF ROCKEFELLER CENTER

New York at night from the Observation Roof, a visit to a Harlem Dance Hall and en route a view of Times Square and the Great White Way section of the city.

Time—2 hours. Fare—\$2.00.



Sightseeing Trips by Boat

BOAT TRIPS (Available in summer)

There are many boat trips — Hudson River trips to Bear Mountain, Atlantic Highlands, Sandy Hook, Coney Island. Information as to schedules and rates may be obtained at the Information Desk in the Lobby of Hotel Times Square.

AROUND MANHATTAN

Points of interest described by a lecturer. Boats leave from West 42nd Street and the Battery. Details available at Hotel.

HUDSON RIVER TRIPS

West 42nd Street Pier. The Hudson River Day Line offers various one day excursions up the Hudson. Also service to Albany.

STATEN ISLAND FERRY

Leaves from Battery Park. Reached by I. R. T. downtown local or Ninth Avenue Elevated to South Ferry. An interesting way to get a view of lower Manhattan is to take the ferry and return. The cost is ten cents and the trip lasts about half an hour.



Triboro Bridge

Sightseeing Trips on Fair Grounds

GREYHOUND BUS SIGHTSEEING TRIP

Covering all sections of the Fair Grounds, is one of the finest trips for getting a complete picture of the New York World's Fair — Price, 50c.

SIGHTSEEING VIA GREYHOUND INTRAMURAL BUS

This is a quick, efficient means of transportation from one part of the grounds to another. These coaches operate every few minutes in all directions, and you may board or leave them in different districts of the Fair. Fare, 10c.

AMERICAN EXPRESS COMPANY TOUR

Offers sightseeing of the Fair in guide chairs. This special trip starts at the Long Island Station and covers the exhibition area for \$1.00.



The Court of States at the New York World's Fair 1940

Bathing Beaches

CONEY ISLAND (Brooklyn)

One of New York's most popular playgrounds. Take B. M. T. subway downtown express marked Coney Island—subway fare, 5 cents.

JACOB RIIS PARK

Neponsit, L. I. Bathing, games, pitch-putt, golf course, fireworks, dining, free dancing. I. R. T. subway to Flatbush Avenue. Green Line Bus at Flatbush and Nostrand Avenue to Jacob Riis Park. (Bus Fare 10c each way).

JONES BEACH, L. I.

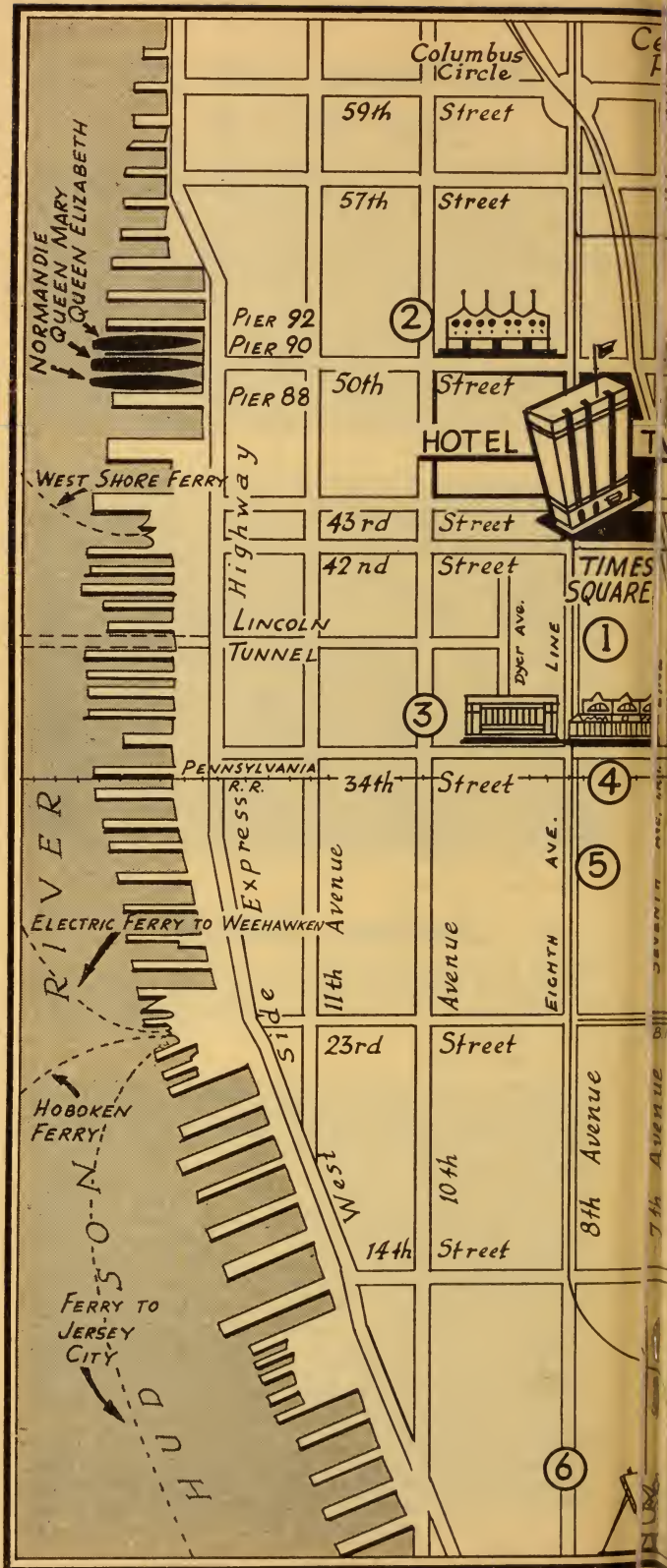
New York State's handsome recreational park, with two and one-half miles of wide ocean beach. Bathing, fishing, games, dining and dancing. Drive or take Bee Line Bus from Greyhound Terminals. Round trip fare is about \$1.60.

MANHATTAN BEACH

Brooklyn. Beach and swimming pools, sports, dancing, art classes. Admission charge includes locker and all activities. Free parking. 75c weekdays, \$1.00 Saturdays, \$1.50 Sundays and Holidays. Children 40c. Take B. M. T. Brighton Beach Express to Brighton Beach Station. Then Bus to Manhattan Beach. (Bus Fare 5c each way).

ORCHARD BEACH

Pelham Bay Park, Bronx, New York. Bathing, games, fireworks, dining, free dancing. Shuttle to Grand Central. Then Lexington Avenue, I. R. T. Pelham Bay Train to end of line. Surface transportation bus to Park. (Bus fare 10c each way).





NEW YORK AT THE DOOR OF *Hotel Times Square*

Times Square, well known to all as the center of activity which attracts millions of people a year from near and far is right around the corner from Hotel Times Square. This means that as guests step out of the hotel to see New York, the first thing they come to is Times Square — Broadway — at night called "The Great White Way", because of its millions of lights which turn night into day.

Here, in the neighborhood of Times Square, are practically all the legitimate theatres and a great many of the City's principal movies. Here, too, are all types of restaurants, some famous the world over, and others insignificant, but nevertheless busy at all hours. Activity — people in great numbers, milling about, stopping now and then to listen to a sidewalk salesman of mechanical toys, or auctioneers in small shops, selling their wares.

Unlike any other street in the world, Broadway is never desolate of people, for even after most of the places are closed, and there are many which never close, there is still activity of people leaving their work, at the very time when others are coming to work.

A few blocks away, just a comfortable walk, Rockefeller Center, or Radio City, skirts the edge of Times Square at its northern tip, and visitors who are not busy enjoying attractions in Times Square, may be found in one of the many attractions in this now internationally famous center.

Busy Fifth Avenue, the principal shopping district, lies East of Times Square, but two blocks from Broadway, with its fascinating shops, and extends many blocks North and South. It is probably one of the most interesting promenades.

Forty-second Street, which stretches East and West, and crosses Times Square, is one of the busiest cross-town thoroughfares and is one block directly South of the Hotel Times Square. It is said that more people pass 42nd Street and Fifth Avenue each day than any other corner in the world, and in all probability 42nd Street and Broadway run a close second in popularity.

As one proceeds from the far West end of 42nd Street to its Eastern tip, it is interesting to note there are practically no two similar business houses on this street. The variety of things it offers is astounding, ranging from the smallest kind of shoe stores to movies, dance halls, a hotel, large office building, one-half block taken by Stern's Department Store, and East of Fifth Avenue the well known National City Bank and the Grand Central Terminal, while at its far East end is Tudor City, a large residential development. All in all, it might be termed a truly cosmopolitan street and typical of many other neighborhoods in New York City.

For those who wish to find the best of ten cent to dollar stores, a short walk over 42nd Street and South on Fifth Avenue will bring them to a number of these

fascinating enterprises, where practically anything may be had at a slight cost.

Another active center is 34th Street, where the Empire State Building tower rises and where department stores, such as Macy's, Gimbels, McCreery's, Altmans and a number of other stores are located. This, too, is not far from Times Square, as it is but an eight blocks' walk down Broadway.

Going North, a bit farther than some people like to walk, but only a few blocks on the Broadway trolley car, the visitor reaches 57th Street crosstown, which is another busy thoroughfare, where there are many interesting small shops.

Right near Times Square is a spot which has become nationally famous for its interesting broadcasts, namely, Town Hall, located in the center of the block on 43rd Street, between Broadway and Sixth Avenue.

To anyone who is familiar with Sixth Avenue, it is worth a visit to the fast changing Avenue today, where since the removal of the Sixth Avenue Elevated structure so many changes have taken place that even a New Yorker is confused and wonders where he is when he finds himself on this new broad thoroughfare.

West of the Hotel, on the river front, are some of the principal piers, where today a number of the most famous ocean liners are in dock, there to stay until the end of the present European War. Formerly, visitors were permitted to visit these ships, but due to regulations, this custom has been discontinued for the present. However, seeing New York's sky line and its piers from the river is possible via a fascinating trip on one of the numerous boats that travel around Manhattan Island, a few of which have their berths right at the end of 42nd Street.

Whether by foot, by boat, or by subway, you plan your day's journey, all are within easy reach from Hotel Times Square. Altogether nine different transportation lines going to all parts of the city have stations within one block of the Hotel Times Square, which the visitor will find is right in the center of the center of New York, and on direct transportation lines to the grounds of the New York World's Fair.



Empire State — World's Tallest Building

Rockefeller Center

(Walk East to Sixth Avenue on 43rd Street, and North on Sixth Avenue to 49th Street. Entrance to following located half-way between Sixth Avenue and Fifth Avenue on 49th Street).

OBSERVATION ROOFS

A magnificent view of New York, its harbor, rivers, famous buildings, bridges, and surrounding country. Open daily from 10 A.M. to midnight. Charge 40c. Children under 16, 20c.

N. B. C. STUDIO TOUR

Behind-the-scenes tour through the Radio City Studios of the National Broadcasting Company. Tours lasting one hour operate every ten minutes from 9 A.M. to 11 P.M. The fee is 50c per person, plus 5c tax.



Rockefeller Center

TELEVISION TOUR

See the apparatus used in television, and its development. You may appear before the camera and see televised images of other tour guests. Tours every ten minutes from 9 A.M. to 11 P.M. The fee is 50c per person, plus 5c tax.

Combined N. B. C. and Television Tours —
90c including tax.

MUSEUM OF SCIENCE AND INDUSTRY

More than 400 exhibits in operation. Daily 10 A.M. to 10 P.M. Charge is 25c. Children under 16, 10c.

GUIDED TOUR

A visit to points of interest in the eleven completed buildings and a visit to the Observation Roofs. 10 A.M. to 9 P.M. Charge \$1.00. Children under 16, 50c.

INTERESTING THINGS TO DO FOR WHICH THERE IS A CHARGE

CHRYSLER BUILDING

405 Lexington Avenue. Observation Tower on 71st Floor. Open from 9 A.M. to 6 P.M. Walk East on 42nd Street. Admission 50c.

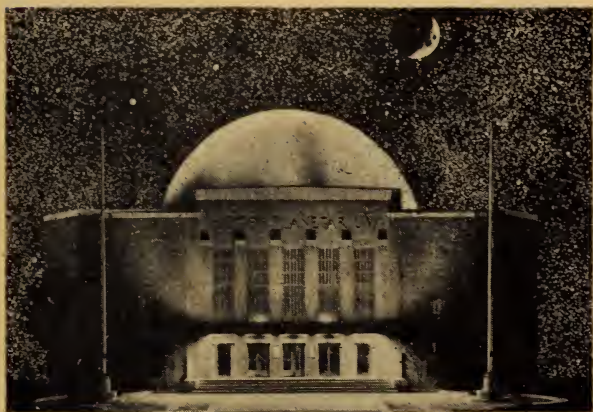
Major Bowes' trophies on display in Chrysler International Automobile Salon on 1st and 2nd Floor of the Chrysler Building. No charge.

EMPIRE STATE BUILDING

Fifth Avenue and 34th Street. World's tallest building, rising 102 stories. View of New York City and vicinity from spacious observatories on 86th and 102nd floor levels of the Tower. Charge to adults is \$1.10 (including tax). Children under sixteen \$.25. Open 8 in the morning until 1 at night. Take B. M. T. downtown to 34th Street. Walk East to Fifth Avenue.

MUSEUM OF MODERN ART

11 West 53rd Street. Weekdays 10 A.M. to 6 P.M. Sundays 12 Noon to 6 P.M. Admission 25c Weekdays. Sundays—10c.



Hayden Planetarium

THE HAYDEN PLANETARIUM

81st Street and Central Park West. Presents an inspiring, instructive and interesting parade of the stars. Admission during the day 25c, night 35c. For schedule of performances, consult Information Bureau in Lobby of Hotel Times Square.

SIXTY WALL TOWER, INC.

60 Wall Street. 950 feet high, with observatory 800 feet above street level. Highest peak in the financial district. Open from 12 noon to 5:30 P.M. week days and from 10 A.M. to 3 P.M. on Saturdays. Charge 40c. Take I.R.T. downtown local to Rector Street.

STATUE OF LIBERTY

National Monument, Fort Wood, New York. The Statue is 152 feet high, set on a base about as high, and the Torch shines 305 feet above water level. Boats leave from the Battery every hour, on the hour, and the charge is 35c. To the Battery take I. R. T. local or elevated line downtown.

Special Events

SPORT CENTERS

Baker Field, 218th Street and Broadway.

Madison Square Garden, Eighth Avenue and 50th Street.

Madison Square Garden Bowl, Northern Blvd. and 45th Street, Long Island City.

Polo Grounds, 155th Street and Eighth Avenue.

Yankee Stadium, 157th Street and River Avenue.

CONCERT HALLS

Carnegie, 57th Street and Seventh Avenue.

Hippodrome, 6th Avenue and 43rd Street.

Stadium, City College, 138th Street and Amsterdam Avenue.

Steinway, 113 West 57th Street.

Town Hall, 123 West 43rd Street.

RANDALL'S ISLAND

Park of 197 acres — with playgrounds, ball field, free parking, dining. Stadium seating 21,000 used for track, football, rugby, soccer. Pageants and operettas in summer at popular prices. Madison Avenue bus uptown to 125th Street. Transfer to bus going over Triboro Bridge.

Spots of Interest

FREE OF CHARGE

Detailed information on traveling directions, hours available and any changes which may occur may be obtained at the Tourist Information Desk in the Lobby of Hotel Times Square.

AMERICAN MUSEUM OF NATURAL HISTORY

Central Park West, 77th to 81st Street. Open from 10 A.M. to 5 P.M. Sundays, 1 to 5 P.M. Take Eighth Avenue bus, at 42nd Street, uptown, to Museum, or Eighth Avenue subway uptown local to 81st Street.

AQUARIUM

Largest in the world. Has 12,000 specimens of 450 varieties. Visited yearly by 2,750,000 people. Open daily from 9 A.M. to 5 P.M., April to September, and 9 A.M. to 4 P.M., October to March. Take downtown I. R. T. local, or Ninth Avenue Elevated, to South Ferry.

BOTANIC GARDENS

Brooklyn. Grounds open daily from 8 A.M. until dark; Sundays and Holidays from 1 P.M. A Bureau of Public Information on plant life and gardening is maintained without charge. I. R. T. Brooklyn Subway to Botanic Gardens Station.

BOTANICAL GARDENS

Bronx Park. Open 10 A.M. to 5 P.M., daily. Take I. R. T. uptown express, marked East 180th Street—Bronx Park. Get off at 149th Street and 3rd Avenue and follow signs to Third Avenue Elevated. Take uptown elevated marked Bronx Park, to 200th Street, the Botanical Gardens Station.

CATHEDRAL OF ST. JOHN THE DIVINE

110th Street and Amsterdam Avenue. The largest Gothic Cathedral in the world. Open to visitors 7:30 A.M. to 6 P.M. Take uptown Ninth Avenue Bus at 42nd Street to Cathedral, or Broadway Express, I. R. T. uptown to 110th Street. Walk East to Amsterdam Avenue.

CHILDREN'S MUSEUM

Brooklyn. Open 10 A.M. to 5 P.M. Sundays, 2 to 5 P.M. I. R. T. Subway to Kingston Avenue Station.



Grand Central Terminal

THE CLOISTERS

Fort Tryon Park. Part of the Metropolitan Museum of Art. Contains collection of Mediaeval Art. Daily, 10 A.M. to 5 P.M. Sundays, 1 to 5 P.M. Eighth Avenue subway (Washington Heights Line) to 190th Street Station.

COLLEGE OF THE CITY OF NEW YORK

Group of Gothic Style buildings on Amsterdam Avenue between 136th and 140th Streets. I. R. T. Broadway Express uptown to 137th Street.

COLUMBIA UNIVERSITY

Broadway and 116th Street. Office hours 9 A.M. to 5 P.M. I. R. T. Broadway Express uptown to 116th Street.

Spots of Interest

FREE OF CHARGE

(continued)

COOPER UNION

From 3rd and 4th Avenues, between 6th and 8th Streets. The Museum for the Arts of Decoration occupies an entire floor of this College. Open from 9 A.M. to 5 P.M. daily. 6:30 to 9:30 P.M., Monday through Friday. Closed on Sundays.

CUSTOM HOUSE

South of Bowling Green. It stands on the site of Fort Amsterdam. Open 9 A.M. to 5 P.M. daily, except Sunday. Take B. M. T. downtown local to Whitehall Street Station.

FRAUNCES TAVERN

Broad and Pearl Streets. Scene of General Washington's farewell to his officers at the close of the Revolutionary War. Revolutionary Relics and Art Gallery. Open 10 A.M. to 4 P.M. every day except Sunday. Take downtown B. M. T. local to Whitehall Street.

FRICK COLLECTION

1 East 70th Street. Former home of H. C. Frick, containing paintings by old masters, enamels, bronzes, porcelains, period furniture, etc. Hours daily 10 A.M. to 5 P.M. Sundays 1 to 5 P.M. Closed on Mondays, holidays and during the month of August. Take Fifth Avenue Bus number four uptown.

GEOGRAPHICAL SOCIETY, AMERICAN

Broadway and 156th Street. One of the finest geographical collections in the world. Hours for reading 9 A.M. to 5 P.M., daily except Sundays and legal holidays.

GOVERNOR'S ISLAND

Fort Jay is located here. Take I. R. T. downtown local to South Ferry. Government boats leave the Battery every hour; passes must be obtained from an officer near the Barge Office before boarding the Ferry.

GRANT'S TOMB

Riverside Drive and 122nd Street. Dedicated in 1897. Contains bodies of General U. S. Grant and his wife. Open 9 A.M. to 5 P.M.

HALL OF FAME

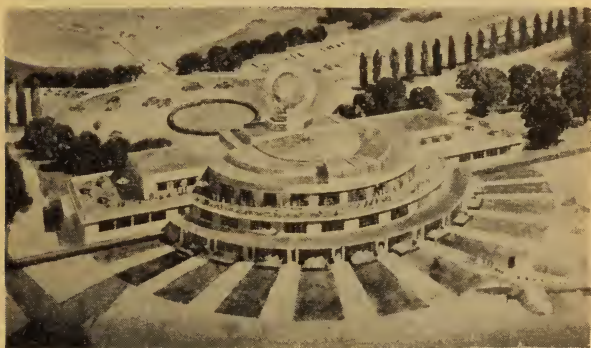
(New York University). At University Heights and 181st Street. A colonnade containing busts and tablets of famous Americans. Hours 9 A.M. to 5 P.M., including Sundays and Holidays. Take Ninth Avenue Elevated uptown to Burnside Avenue.

HISPANIC SOCIETY OF AMERICA

Broadway, between 155th and 156th Streets. Spanish Museum and Library. The collections include paintings, sculpture, ceramics, metal work, furniture, textiles, illuminated manuscripts, etc. Open week days from 10 A.M. to 4:30 P.M.; Sundays from 1 to 5 P.M. Take I. R. T. Broadway, uptown express, to 157th Street.

JUMEL MANSION, WASHINGTON'S HEADQUARTERS

Edgecombe Avenue and W. 160th Street. Revolutionary relics of all kinds. Open daily, except Monday, 11 A.M. to 5 P.M. (Summer). 11 A.M. to 4:30 P.M. (Winter). Take Eighth Avenue subway express uptown marked Washington Heights, to 163rd Street.



North Beach Airport

LITTLE CHURCH AROUND THE CORNER

1 East 29th Street. Famous for marriage ceremonies of celebrities. Open 8 A.M. to 6 P.M. Take downtown B. M. T. local to 28th Street. Walk East to Fifth Avenue and North to 29th Street.

R. H. MACY & COMPANY

34th Street and Broadway. World's largest department store. "Backstage Tours" are conducted at 11 A.M., 2 and 4:30 P.M.

METROPOLITAN MUSEUM OF ART

Fifth Avenue and 82nd Street. Paintings, Etchings, Sculpture, Architecture, Models, Pottery, etc. Daily 10 A.M. to 5 P.M. Sundays 1 to 6 P.M. Charge of 25c on Mondays and Fridays. Take Fifth Avenue Bus, numbers one to four at 42nd Street and Fifth Avenue, uptown to 82nd Street.

MUSEUM OF AMERICAN INDIAN, HEYE FOUNDATION

Broadway and W. 155th Street. Work and Art Relics of the American Indian. Open daily 2 to 5 P.M. except Sundays and Holidays. I. R. T. Broadway subway — express — uptown to 157th Street.

Spots of Interest

FREE OF CHARGE

(continued)

MUSEUM OF THE CITY OF NEW YORK

Fifth Avenue and 103rd Street. Interesting exhibits tracing New York City's development. Open daily, except Tuesdays, 10 A.M. to 5 P.M. Sundays 1 to 5 P.M. Free except Mondays when the admission is 25c. Fifth Avenue Bus number four uptown to 103rd Street.

NEW YORK (Main) PUBLIC LIBRARY

Fifth Avenue and 42nd Street. Over 10,000,000 volumes are borrowed annually. Open 9 A.M. to 10 P.M. daily. Sundays 1 to 10 P.M. Walk east on 42nd Street.

NEW YORK TIMES

229 West 43rd Street. Guided tours at 9:30 and 11 A.M., 2 and 4 P.M., Monday through Friday. No tours Saturdays, Sundays or Holidays. See guide on thirteenth floor. Groups up to twenty-five accepted, if arrangements made at least 10 days in advance.

NEW YORK UNIVERSITY

Washington Square College is reached by Eighth Avenue subway downtown to 4th Street Station or Fifth Avenue Bus number 5 downtown to Washington Square. Museum of Living Art is located here. Open Monday to Friday, 9 A.M. to 8 P.M. Saturdays 9 A.M. to 5 P.M. Closed on Sundays and holidays.

NEWS BUILDING

220 East 42nd Street. Contains in the lobby a huge revolving globe, interesting charts and instruments showing weather conditions and the heavenly bodies. Tours are conducted through the building at the following times: 2, 3, 4, 5, 7:30 and 8:30 P.M. (It is advisable to telephone in advance — M. H. 2-1234).

NUMISMATIC MUSEUM (American Numismatic Society)

Broadway and 156th Street. Contains an extensive collection of coins, medals and decorations. Open 2 to 5 P.M. daily. I. R. T. Broadway subway, uptown express to 157th Street.

RIVERSIDE CHURCH

Riverside Drive and 122nd Street. Open 9 A.M. to 5 P.M. to public except on Sunday during services. Its 72 Bell Carillon is the largest in the world. Carillon Chamber and Observation Platform open weekdays 1 to 5 P.M. Charge 25c. Take Fifth Avenue Bus number four, five or nineteen to 122nd Street.

ROERICH MUSEUM

310 Riverside Drive. Collection of paintings. Open daily and Sunday 1 to 5 P.M. Fifth Avenue Bus number five, uptown to 103rd Street.

SAINT PATRICK'S CATHEDRAL

Fifth Avenue and 50th Street. Famous for its beauty. Open during the day to visitors. Walk east on 42nd Street to Fifth Avenue and north on Fifth Avenue to 50th Street.



George Washington Bridge

WHITNEY MUSEUM OF AMERICAN ART

10 West 8th Street. 1 to 5 P.M. daily except Monday. Eighth Avenue subway, downtown local, to Fourth Street.

ZOOLOGICAL GARDENS

(Bronx Park). Largest and most valuable collection of living animals ever shown anywhere. Open daily and Sunday 10 A.M. to 5 P.M. During daylight saving time open until 6:30 daily and 7:30 P.M. Sundays. Charge of 25c Mondays and Thursdays. Uptown I. R. T. express, marked East 180th Street, Bronx Park.

ZOO-CENTRAL PARK

Open daily and Sunday, 9 A.M. to 5 P.M. B. M. T. Queens Plaza train uptown to Fifth Avenue. Follow entrance of Park at Fifth Avenue and 59th Street to Zoo. Signs indicate the way.

Tips to Travellers

HOW TO TIP

When to tip, who to tip and how much to tip may well be governed by always tipping those who do any physical labor for you such as lifting bags, bringing packages, food or drinks and tipping them in accordance with the amount of service you have required. Naturally, with those who serve you meals, the amount of the check is a barometer and at least ten per cent of the total check is usual. When the check is under one dollar the tip is never less than ten cents per person, especially if the service is at individual tables.

WHAT TO WEAR

Not to be handicapped with too many changes of clothes, but to always be prepared is artful dressing, and to be comfortable at all times is the art of having a good time every moment of your trip.

Cool, dark and light, simple dresses are essential in New York, for summer days in the Metropolis are frequently quite warm. These can be worn at all times for very few places call for evening clothes and a change of frock to freshen up for the evening after a busy day is all that need be considered, with a light weight coat for chilly moments.

One thing that should be remembered is that light clothes soil quickly in New York, so they should be washable (one-day laundry service is possible, but not as reasonable as two-day service).

Sightseeing calls for attention given to comfortable shoes and again a change of shoes will enable you to have less weary feet.

Summer showers must be expected and the new light rubber silk capes with hood, which can be folded and kept in the pocketbook with rubber tips for shoes, will prepare you to proceed in the face of sudden showers. A hat not too tempting to the breeze, with some shade for the eyes, will sharpen powers of observation and be comfortable, as well as satisfactory, at all hours. Then, for those who wish to enjoy hours at nearby beaches, bathing togs will grant full enjoyment of the sports offered.

TRAVELING MONIES

Travelers are urged never to carry too much cash with them. For a small fee, American Express Travelers Checks can be secured and they are negotiable in many places, if the person has some means of identification with them. Cash may be deposited with the cashier at the hotel desk, but then careful consideration should be given to spending, lest funds give out at an inopportune time. American Express Travellers Checks are easy to carry and easily negotiable at all times.

HOW TO REACH THE WORLD'S FAIR

From

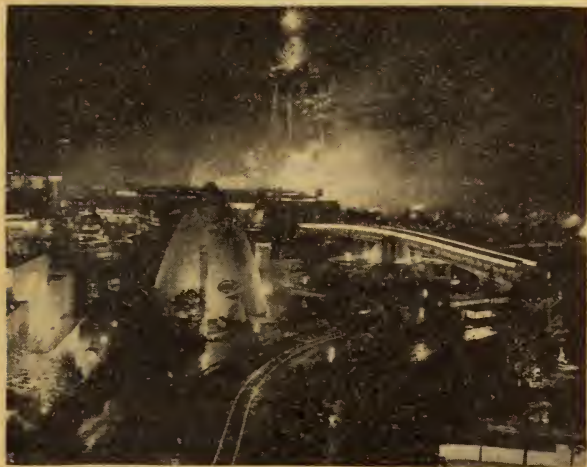
Hotel Times Square

BY SUBWAY: Eighth Avenue (Station on Eighth Avenue, between 42nd and 43rd Street). Goes direct to Fair grounds. Approximately one-half hour trip. 10c fare each way.

I. R. T. (Station at Times Square). Take Main Street Flushing train and get off at Fair grounds. Approximately forty minutes. 5 cents fare each way.

BY BUS: Walk three blocks East to Fifth Avenue. Take a bus marked Fair grounds. Approximately one hour trip, dependent on traffic conditions. 10 cents each way.

BY TRAIN: Walk or take Eighth Avenue subway going downtown to 34th Street Station (next stop), or take Eighth Avenue Bus to 34th Street. There at Pennsylvania Station, on the Long Island side, take special train direct to Fair grounds. Train run—10 minutes for 10 cents.



World's Fair at Night

ADMISSION COST TO FAIR

The general admission price will be 50c for adults and 25c for children from 3 to 13 years of age inclusive. On Wednesday of each week (subject to change), will be Children's Day, upon which day all children from 3 to 13 years of age, inclusive, will be admitted for 10c.

Public, Parochial and Private School Groups of 25 or more up to, but not including High School, will be admitted at 10c each. One teacher is allowed for every 10 students, at 25c (up to and including 8th grade).

High School Groups of 25 or more will be admitted for 25c each and one teacher allowed for every 10 students at the same rate, 25c.

College students and instructors in groups of 25 or more will be admitted for 35c.

Arrangements should be made in advance for the purchase of tickets for school groups. Orders for tickets should be sent to the Special Ticket Sales Department, New York World's Fair of 1940, World's Fair, New York.

World's Fair 1940 in New York

Every day will be "Fair Day" during the 1940 season of the World's Fair in New York. The brilliant industrial displays are even more breath-taking, more thrilling than they were last year. The Foreign Area has taken on additional glamour and interest. The Court of States vividly and comprehensively presents the historical and industrial background of our country; together with the scenic beauties of the individual states. Add to these the care-free, carnival spirit emanating from a vast group of new Fun features and it's easy to realize why the World's Fair 1940 in New York, is also known as the greatest show on earth.

The regular 50c admission to the grounds entitles you to enter more than 105 exhibit buildings, see more than 1500 exhibits and Fun features, without any additional charge. Admission to other shows is at popular low prices.

FREE ENTERTAINMENT (Daily)

American Telephone and Telegraph Company

Long Distance Telephone: Free call to distant points for lucky winners.

Pedro the Voder: The synthetic voice; a machine that talks and answers questions.

Voices of the Visitors: An audition.

The Borden Company

Cows milked on the Rotolactor.

Chrysler Corp. Chrysler Motors Exhibits

Beautiful Frozen Forest Show: An interesting development of the Chrysler Frozen Forest; more beautiful than last year.

The Talking Plymouth: The talking car that performs amazing feats of magic, in a new amphitheatre section.

Rocketport: History of transportation with dramatic demonstration of rocket travel in the future.

A Spectacular New Technicolor Version of the Three Dimensional Polaroid Movie: Plenty of facts and Fun for all participants.

Consolidated Edison Company Building

City of Light: The world's largest diorama, dramatizing the story of life.

Court of Peace and Other Special Events Fields

Special Events of every conceivable sort including: Pageants, band concerts, dance festivals, contests, parades, etc.

E. I. DuPont de Nemours Company, Inc.

Wonder World of Chemistry.

Fashion Building

Fashion Show: Fascinating, informative presentation of fashions under the direction of Mary Lewis, well known fashion expert.

Firestone Tire and Rubber Co.

Tire Manufacturing: A presentation of the actual manufacture of automobile tires.

Modern American Farm on Rubber.

Rubber Plantation: A full scale reproduction of an East Liberian Rubber Plantation.

Florida Building

Beach Show: A Florida beach with a galaxy of bathing beauties taking part in beach activities.

Ford Motor Co. Building

Stage Show: An interesting surprise show with an outstanding dramatic show.

General Electric Building, Steinmetz Hall

House of Magic: A new, thrilling presentation of magic with electricity.

Man-Made Lightning: 10,000,000 volts discharged producing a brilliant display.

General Motors Building

Highways and Horizons: A new Futurama with interesting additions to the show that drew such tremendous crowds last year. A fascinating tour through the America of 1960.

Glass, Inc., Glass Center

Glass Blowing: Skilled operators transform molten glass into finished products.

B. F. Goodrich

Auto Stunt Drivers: Jimmy Lynch and his Death Dodgers. Hair raising escapades. Arena seats 5,000.

Man, His Clothes, His Sports Bldg.

Sports Show: A presentation of fly casting, log rolling and many other thrilling exhibitions of outdoor life. A seventy-five foot tank, in the midst of a Maine-Woods setting will be the center of activities.

New York State Building and Amphitheatre

Grand Panorama of the State: Region Exhibits—graphic and arresting displays of New York State resources.

Petroleum Industry Building

"Changing the Drill": Demonstration of changing drilling bits in an oil derrick. Petroleum movies, animated characters, dramatize the development and importance of petroleum in the modern world.

RCA Exhibit Building

Reproduction of High Fidelity Recordings.

Television Theatre

World's New Wonder.

Westinghouse Electric and Manufacturing Co.

"Elektro" the Mechanical Man in the Hall of Electrical Living. Playlet dramatizing the importance of electrical home appliances.

Ballet of Fountains

More glorious than ever, an inspiring symphonic spectacle that combines water, fire, light, color and sound; an amazing new art form. Nightly at 9:30 to the music of a full symphony orchestra, a thousand rainbow hued fountains soar from the waters of the great Lagoon of Nations, while brilliant fire-works burst overhead; a sight you will never forget.

POPULAR PRICED SHOWS INCLUDE:

American Jubilee:

A Musical Extravaganza portraying the dynamic, colorful history of America in the making...cast of over 300 including great names in opera, stage and radio... Admission 40c...seating capacity 7,000.

The New Aquacade:

A complete new show, greater, more thrilling than last year. The dancing ballet goes through lovely routines. The water ballet weaves delightful nymph-like figures in the crystal depths of the tremendous pool... Presented to the accompaniment of orchestra music, harmonized with multi-color lights... Admission price 40c...seating capacity 10,000.

Railroads on Parade:

A giant presentation depicting the history of American transportation from the days of the covered wagon to the streamlined locomotives and deluxe trains of today... directed by Broadway's best theatre talent... presented with a cast of 250 in an amphitheatre seating 3,000 persons.

Transportation Facilities

FROM TERMINALS TO HOTEL TIMES SQUARE

From Pennsylvania Station — 10 blocks

1. Via Taxi — approximately 35 cents
2. Via I. R. T. Subway to Times Square to 42nd Street Station
3. Via 8th Avenue bus or subway to 42nd Street

From Grand Central Station — 6 blocks

1. Via Taxi — approximately 35 cents
2. Via I. R. T. Subway (The Shuttle) to Times Square
3. Via 42nd Street crosstown car (Westbound)

From Erie or Lackawanna Lines

Via Hudson Tubes to Cortland Street. Take I. R. T. or B. M. T. uptown subway to 42nd Street Station

From West Shore Railroad Ferry

Via 42nd Street crosstown trolley to Eighth Avenue (Eastbound)

From Jersey Central Lines

Via Ferry to Liberty Street and then I. R. T. subway uptown to 42nd Street Station

From Baltimore and Ohio Railroad

Via Baltimore and Ohio Bus connection to Hotel

From Greyhound Bus Terminals

Capitol Bus Terminal — Eighth Avenue subway or bus (7 blocks — downtown)

Pennsylvania Terminal — Eighth Avenue subway or bus (9 blocks — uptown)

From National Trailways Bus Depot

Dixie Terminal — Across the street from Hotel Times Square

From Airports

Bus connections provided direct to Hotel by air lines

From Piers

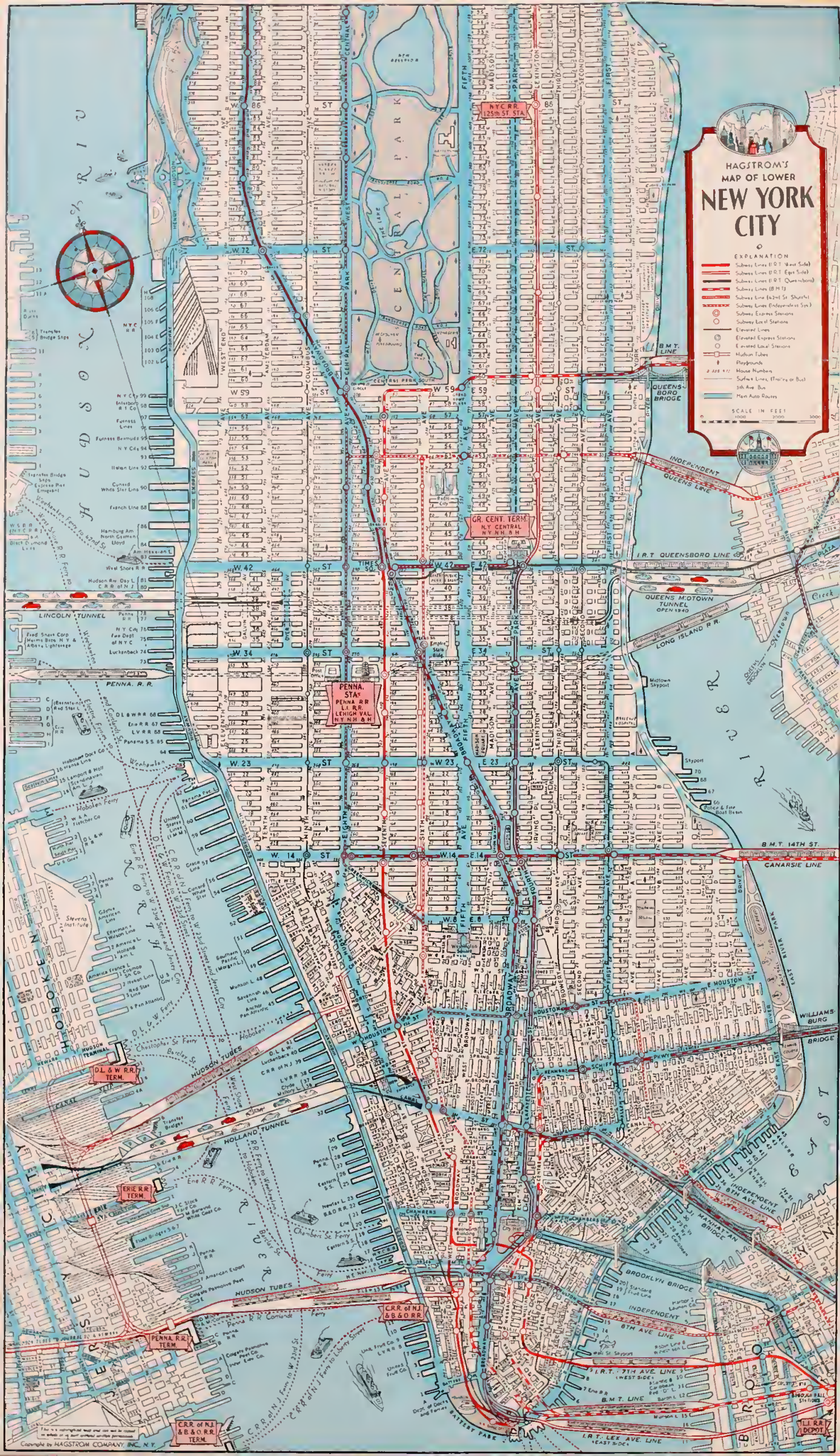
Via local crosstown cars or busses to Eighth Avenue. Take Eighth Avenue Bus to 43rd Street

Motor Routes

For this detailed information, see Motor Map in rear of this booklet

HAGSTROM'S MAP OF LOWER NEW YORK CITY

- EXPLANATION
- Subway Lines (I.O.T. West Side)
 - Subway Lines (I.O.T. East Side)
 - Subway Lines (I.O.T. Queensboro)
 - Subway Lines (I.O.T. 3rd Ave)
 - Subway Lines (I.O.T. 42nd St Shuttle)
 - Subway Lines (Independent)
 - Subway Express Stations
 - Subway Local Stations
 - Elevated Lines
 - Elevated Express Stations
 - Elevated Local Stations
 - Midway Tunnels
 - Playgrounds
 - House Numbers
 - Surface Lines (Tram or Bus)
 - 3rd Ave. Bus
 - Man Auto Routes
- SCALE IN FEET
1000 2000 3000



NEW ENGLAND TRAVEL—NEW HAVEN VIA MERRITT-HUTCHINSON RIVER PARKWAY

All traffic from New England via New Haven to take Merritt Parkway entrance East of Bridgeport to New York State line, where it becomes Hutchinson River Parkway, continuing to first traffic circle, turning right on Cross County Parkway to Saw Mill River-Henry Hudson Parkway which leads to 46th Street. (See 46th Street Exit directions below.)

NEW ENGLAND TRAVEL—DANBURY

Follow Route 7 to Merritt Parkway at Westport, then follow above directions.

CANADIAN AND NEW YORK TRAVEL VIA ALBANY POST ROAD

Traffic on this road may reach Eastern State Parkway at Poughkeepsie via Route 55 — at Fishkill via Route 52 — at Peekskill, direct connection with Bronx River Parkway, which is Southern terminus of Eastern State Parkway. When reaching Parkway continue to first traffic circle, making right turn on Saw Mill River Parkway until joining Henry Hudson Parkway at New York City line which will carry you to 46th Street Exit. (See 46th Street Exit directions below.)

NEW YORK, NEW JERSEY TRAFFIC VIA GEORGE WASHINGTON BRIDGE — AND LINCOLN TUNNEL

Traffic from Route 2, which is the New Jersey extension of Route 17 in New York State, may reach New York via New Jersey No. 4 or No. 6, both crossing George Washington Bridge, or via Route 3 through Lincoln Tunnel. If using George Washington Bridge take Henry Hudson Parkway Exit New York End of bridge downtown to 46th Street Exit. (See 46th Street Exit directions below.) If using Lincoln Tunnel via New Jersey No. 3, make left turn at New York end of Tunnel to 42nd Street, then right turn one and one-half blocks to Eighth Avenue, left turn on Eighth to 44th, then right on 44th to Broadway, right one block on Broadway to 43rd, and right on 43rd one-half block to Hotel Times Square.

46th STREET EXIT DIRECTIONS:

Use 46th Street Exit directions to hotel by continuing direct from Exit two blocks to 44th—left on 44th direct to Broadway, right on Broadway one block to 43rd Street, right on 43rd Street one block to hotel.

SOUTHERN AND WESTERN TRAVEL VIA U. S. HIGHWAY No. 22—STATE HIGHWAY No. 29 AND U. S. HIGHWAY No. 1—STATE HIGHWAY No. 25 VIA HOLLAND TUNNEL

On New York end of Holland Tunnel make left turn three blocks to Express Highway (thereby eliminating all traffic lights through New York)—right turn on EXPRESS HIGHWAY to 40th Street Exit, then straight ahead to 44th, then right turn on 44th, straight through to Broadway—right turn on Broadway to 43rd, then right on 43rd one block to hotel.

in new york

HOTEL TIMES SQUARE

43rd STREET WEST OF BROADWAY

